e-ISJN: A4372-3114
p-ISJN: A4372-3115

ISSN: 2321-7782 (Online)
ISSN: 2347-1778 (Print)
Impact Factor: 7.529

Volume 10, Issue 1, January 2022

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Future of E-Commerce Services in India: Prospects and Problems

Dr. Deepu Saini
Assistant Professor,
Department of Computer Science
Adarsh Mahila Mahavidyalaya,
Bhiwani, Haryana, India.

Abstract: ***As part of the information technology revolution, electronic commerce (e-commerce) has become widely used in global trade in general and the Indian economy in particular." Changes in business transaction methodology have occurred as a result of technological improvements. India, as a quick learner, is keeping up with the current state of electronic data exchanges and has embraced e-commerce. E-commerce stands for electronic commerce and refers to the trading of products and services through the internet. In the field of ecommerce, India is exploding. One of the reasons for this is the low cost of the PC and the expanding use of the Internet. In India, the business community is becoming more conscious of the prospects given by e-commerce India's domestic clothing and textile sector produces 5% of the country's GDP, 7% of industry output in value terms, and 12% of the country's export revenues. India has experienced remarkable growth thanks to e-commerce and technological automation applications. E-commerce is connecting rural India for business purposes, resulting in the development of village economies. In India, ecommerce appears to have a bright future. In the field of e-commerce, India is exploding. India is the second-largest online market in world and this number will be reached up-to 650 million by 2023. In comparison to other markets, e-business penetration is modest, but it is mounting at a considerably quicker rate, with a enormous number of new applicants. India is yet to have a breakout success storey in E-commerce, particularly in online shopping. E-commerce not only expands economic chances, but it also expands educational opportunities. It addresses major consumer concerns about e-commerce, such as ethical dilemmas, risk perceptions in e-service meets, and confronts for e-business education and the lawful system. To improve rural India, India has to boost E-commerce Company. The textile garment trade has benefited greatly from E-commerce through online web portals, but consumers in rural India must be given trust through educational programs.***

Keywords: e-commerce, Information Technology, E-business, Online Shopping.

I. INTRODUCTION

Speedy and simple means of exchanging commodities and worldwide services, e-commerce has grown in popularity dramatically over the previous few decades. In 2021, India's consumer Internet economy (e-commerce industry) is expected to surpass $100 billion (Rs 7.29 lakh crore) for the first time, thanks to massive consumer adoption across industries. This is an increase of nearly 30% over the previous year. The current study is a conceptual survey that is exploratory as well as descriptive. It tries to describe the concept of ecommerce, e-commerce business models. This study also revel the benefits and boundaries of e-commerce. It concludes that e-commerce provides a number of advantages to many stakeholders. However, there are various limits, lawful and practical impediments in the progress of e-commerce at this time. As a result, we must prepare us to accept e-commerce, which is an evident result of globalisation and hi-tech progress about the world. E-commerce, in its most basic form, is the buying and selling of goods and services through the Internet. Internet vending is quickly

© IJARCSMS (www.ijarcsms.com), All Rights Reserved

expanding as clients takes facilitate of wholesalers' subordinate costs when they retail their products. Due to the quick and simple means of "exchanging goods and services both regionally and globally," e-commerce has grown in popularity dramatically over the previous decade. It has now evolved into the world's virtual main street. E-commerce has evolved into a multibillion-dollar sector. "In India, e-commerce has changed the way people do business. From US$ 46.2 billion in 2020, the Indian e-commerce sector is predicted to expand to US$ 111.40 billion by 2025." The goals of this manuscript are to "examine the current state of E-business in India, to forecast the future of E-business in India, and to investigate the obstacles that E-Business participants face in India. Current study is an intangible investigation that is both investigative and evocative. It is founded by secondary data analysis.

II. Meaning of E-Commerce

"The purchasing and selling of information, products, and services over computer networks is known as e-commerce."

"A new manner of conducting, managing, and executing business transactions using computer and telecommunication networks" is how E-Commerce is defined.

"E-Commerce is a term that refers to any type of business transaction or information exchange that takes place between businesses and government agencies using information and communication technologies."

In simple terms, E-commerce entails taking activities that your organization now performs in person, via the mail, or over the phone and transferring them to a novel location on the Internet. This can include e-commerce, business-to-business (B2B), "intranets and extranets, online advertising, and simply online presences of any kind that are utilized for communication" (e.g. consumer service)."There were 4.66 billion active internet users globally in January 2021, accounting for 59.5 percent of the global population. 92.6 percent (4.32 billion) of this total used mobile devices to access the internet." Despite the enormous number of internet users, "the India's internet penetration rate was estimated to be more than 50% in 2021." In that year, over "half of India's around 1.37 billion people have access to the internet." Reduced internet surfing fees, internet technology advancements such as more bandwidth, faster speeds, and greater dependability have completed e-commerce accessible to a huge number of promising bazaar clients.

III. Review of Literature

As of June 2012, "India had approximately 137 million internet users. When compared to markets such as the United States and the United Kingdom, e-business access is limited, but it is developing at a far faster rate, with a huge number of new entrants." Cash on delivery is a distinctive feature of India and is a popular mode of payment. "Because India has a thriving cash economy, over 80% of Indian e-commerce is paid for with cash on delivery." India is a hallucination intention for e-business machinists because to its dense metropolitan areas with high literacy rates. "Furthermore, the low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive Internet Service Provider (ISP) market have all aided e-commerce growth in Asia's second most populous nation. "The Online Travel Industry is the largest section of the e-commerce industry, and it is booming because to the Internet-savvy urban population." Here figure 1 showing Digital E-Commerce Cycle.

© 2022, IJARCSMS All Rights Reserved

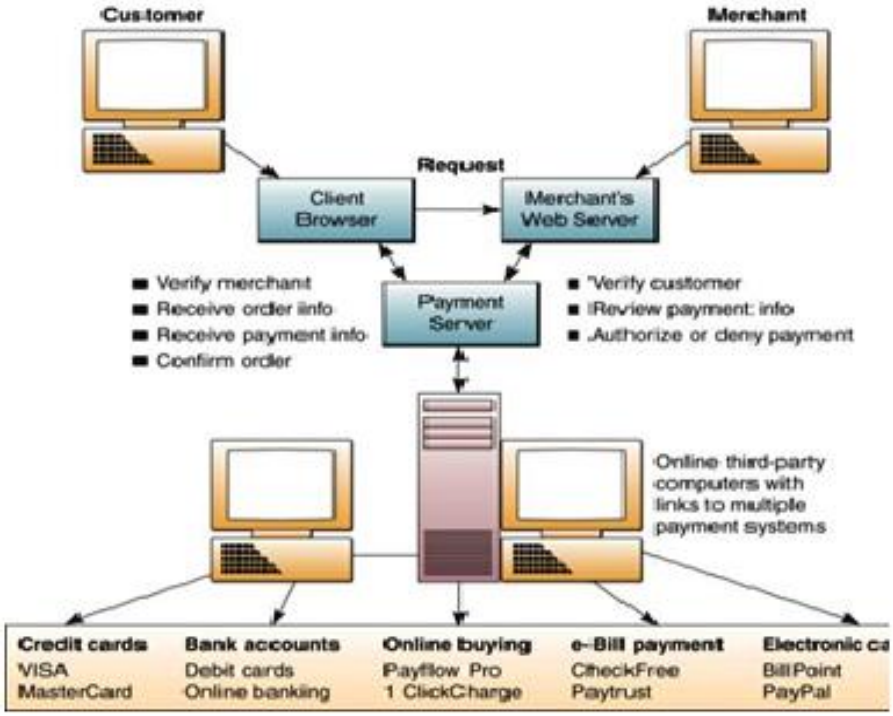

Figure1. Digital E-Commerce Cycle

"E-Tailing (online retail), online classifieds, and Digital Downloads are some of the other categories that fall under the umbrella of the online non-travel industry (still in a blossoming stage).""There are several commercial enterprises in the online travel market, such as Makemytrip, Cleartrip, and Yatra, as well as a major government presence, such as IRCTC," a successful Indian Railways program. "Jobs, Matrimonial, and Real Estate are the three main categories of internet classified ads."'According to the Internet and Mobile Association of India, India's e-business market is growing at a 70 percent yearly rate and has increased by more than 500 percent since 2007." The number of people who want to buy from international merchants is increasing (UNCTAD 2020b). Cross-border internet shoppers raised their percentage of total online consumer from 17% in 2016 to 23% in 2018. In 2018, "cross-border B2C e-commerce sales were $404 billion, up 7% from 2017." Two recent investigations have identified this pattern and investigated the causes for it. According to the findings, "customers' processing and responses in cross-border e-commerce platforms follow a sequence from product recognition to platform emotion, and then from platform emotion to behavior" intention. "In conclusion, while the current literature is rich in studies that use behavioral models to identify factors behind e-commerce adoption by individuals and firms, empirical evidence on the relationship between technology adoption measures (e.g., internet users penetration, broadband penetration, secure servers, and so on), financial environment readiness (e.g., credit card and debit card penetration), and various segments of country-level B2C online commerce (e.g., credit card and debit card penetration) and various segments of country-level B2C online" commerce. The purpose of this article is to plug a vacuum in the text by investigative the role of technology adoption indicators, "which reflect the breadth and depth of technology infrastructure for B2C online commerce growth at a country level."

IV. State of E-Commerce in India

Today E-commerce has become synonymous with Indian society and is a necessary component of our daily lives. Various web pages offer a wide range of goods and services. There are also some who offer a certain result as well as supplementary overhauls. E-Trade with multiple products These Indian e-commerce portals offer a variety of goods and services. To name a few, e-commerce portals sell garments and trimmings for human, health and beauty items, computers "and peripherals, vehicles, software, books and magazines, consumer electronics, appliances, jewellery, audio / video, entertainment, goods, articles gift, real estate, and services." In a particular field, some Indian agreements/websites exist, such as:

© 2022, IJARCSMS All Rights Reserved

1. Automobiles – These websites allow you to upload and sell your products online, “including four-wheelers and two-wheelers, new and used automobiles. Car research and reviews, online assessment, technical details, vehicle insurance, and vehicle financing” are just a few of the options available.

2. Textiles - In India, the business community is becoming more conscious of the prospects given by e-commerce India's domestic clothing and textile sector produces 5% of the country's GDP, 7% of industry output in value terms, and 12% of the country's export revenues. The Textile Industry has a huge potential for growth. The Government of India is promoting the modernization of the textile industry through the TUFF scheme. From “2020 to 2027, the global technical textile market is expected to increase at a CAGR of 5.1 percent, from $201.2 billion in 2019 to $274.1 billion in 2027.”

3. “Stocks and shares, as well as E-trade- In India today, you may even deal in equity” through e-commerce. The services available to registered users are as follows: Online stock and share purchases, stock and share sales, company information, company comparisons, and equity and mutual fund research are all available.

4. Information on new and resale properties is provided by properties and E trade. One can deal directly with the developer and consultant. Insurance firms, NRIs, Packers and Movers services, Housing Finance, architects and interior designers are some of the additional services available.

5. “Lifestyle and E-trade-India, with its affluent history, has a long history of internet commerce, which has been essential in presenting India as a commodity, as well as cheering Indians and foreigners for its diverse culture and beauty.”

6. 6.“Gifts and E-commerce- In recent days, you may have had to think over what to give a loved one, trekking through your favorite store and browsing for hours before making a” purchase. “Collectibles, such as paintings and sculptures, luxury items, such as household curios and rugs, jewellery boxes, leather goods, perfumes, and so on, flowers, toys and games, chocolates, woodwork, and metal-art are among the categories of presents.”

7. E-Commerce and Hobbies- Reading, music, and watching movies have always been “popular pleasures. Business, art, food, Engineering, Children's Stories, Health, Medicine, Biographies, Horror, Home & Garden, and other topics are covered in the books.”

8. Marriage and E-Commerce- There are marriage portals in the realm of e-commerce. On “such websites, one can search for a prospective spouse by region of residence (India or a foreign country), creed, or social group.” Health and Beauty, Fashion and Style, “Information on traditions and ceremonies, legal issues, Wedding Planners, and” Astrological Services are some of the other services available to registered customers.

9. “Employment and E-commerce- Two main portals, www.naukri.com and www.monsterindia.com, are active in contacting clients with suitable positions at the” click of a mouse. Job searchers get the overhaul for open, while companies pay a small fee.

V. Future of E-Commerce in India

India is quickly developing, and how can we overlook the importance of e commerce in that development? “India's internet user base may still be only 100 million, far fewer than in the United States or the United Kingdom, but it is growing at an alarming rate.” The number of new “entries into this field is increasing on a daily basis, and with growth rates at an all-time high, it's safe to assume that traditional shops will feel compelled to go online in the coming years.” Insights into expanding demand for broadband services, higher living standards, greater product varieties, lower prices, and busy lives highlight this reality more vividly, paving the way for online gift certificate offerings. According to statistics, India's e-commerce business was valued $2.5 billion in 2009. By 2011, it had risen to $8.5 billion, indicating a significant increase in the previous two years.

© 2022, IJARCSMS All Rights Reserved

As the government's ambitious effort to provide internet connectivity to 250,000 villages moves forward, this will only gain traction. We may divide E-commerce into three main categories to better grasp this scenario: physical services, physical commodities, and virtual goods. Internet and Mobile Association of India is reached 213 million by December 2013. "This was one of the key conclusions of the I-Cube 2013 report, which was released yesterday by the Internet and Mobile Association of India (IAMAI) and IMRB International." Since June 2012, rural India has seen a 58 percent increase in active Internet users year over year. According to a "new report by the Internet and Mobile Association of India, the number of mobile Internet users in India is expected to double by 2017," passing the 300 million milestones (IAMAI). According to an IAMAI study, India's mobile internet users will exceed 478 million by June 2018. According to the report, Mobile Internet in India 2017, there would be 291 million urban and 187 million rural mobile internet users in India by June 2018. India had 665.31 million internet subscribers as of June 2019. In 2020, India will have a total of 749 million internet users. "Despite the enormous number of internet users, the country's internet penetration rate was estimated to be around 50% in 2020." This means that in 2021, 61 percent of Indian homes would utilise the internet, up from only 21% in 2017. In 2020 and 2021, almost 130 million users came online, with nearly 80 million of them coming online in 2020, and 43 percent of them (about 34 million) coming online as a result of the COVID-19 issue. Local commerce (couponing, yellow pages, classifieds, etc.) is another segment that is slowly gaining traction and has major overlaps with E-commerce. The first category of physical services, "which includes travel ticketing, jobs, matrimonial, and event management websites," is undoubtedly the most important contributor, accounting for 75% of all E-commerce industries! It also offers appealing deals.

The second category of physical items is now attracting a lot of attention, thanks to the buzz generated by new entrepreneurs and storefronts opening every day. Flipkart, Infibeam, Homeshop18, India times, Naaptol, Letsbuy, and others are the market leaders in this category, offering anything from mobile phones to pet food. Virtual goods and gift vouchers in the third "and final category, such as online music, software, movies, games, Taj Hotel gift vouchers, Reebok gift vouchers, Pizza Hut gift vouchers, and so on, have lagged behind in India in comparison to Europe and America, owing to piracy concerns and Indians' social perspectives." However, due to proliferation of mobile devices and services presented through Internet at great rates, the digital downloads portion of the Indian E-commerce business is predicted to develop. Certain distinctive characteristics of the Indian E-commerce industry, such as cash-on-delivery payment and direct imports, which reduce costs significantly, are likely to drive rapid growth in the coming years. According to Forrester, "a renowned global research and advisory firm, India's e-commerce sector is expected to develop at the fastest rate in the Asia-Pacific region between 2012 and 2016," with a CAGR of over 57 percent. India's online users appear to be increasingly.

The e-commerce business as a whole is on the verge of experiencing rapid expansion in the coming years. The online travel business topped the Indian e-commerce market with an 80 percent market share, followed by electronic retail (E-Tailing) with a 6.48 percent market share. "E-commerce and digital downloads are predicted to increase at a quicker rate, while online" travel is expected to persist to dominate the sector. E-Tailing has grown steadily as a result of growing ecommerce initiatives and brand recognition.

In India, the Internet business sector is rapidly expanding. Despite the fact that India's web user base is only 400 million, which is much less than that of urbanized countries around the globe, it is steadily growing. Internet penetration and readily available smart phones are driving the rapid rise of e-commerce in India. Furthermore, favorable demographics and government-led digitalization efforts are propelling India's e-commerce business forward. The retail industry is currently one of India's fastest-growing industries, and it is likely to continue to grow at a rapid pace in the future. From 2015 through 2021, the growth of online sales is shown in Table 1 and Figure 2.

© 2022, IJARCSMS All Rights Reserved

Table 1

Years	E-Commerce Sales in Billion US Dollars (2015-2021)
2015	12.19
2016	16.08
2017*	20.01
2018*	24.94
2019*	31.19
2020*	38.09
2021*	45.17

Source: (Statista, 2017)

"The rise of e-commerce sales from 2015 to 2021 is depicted in Table 1 and Figure 1." The table and graph clearly illustrate that e-commerce sales are on the rise. In 2015, it was $12.19 billion dollars, while in 2016; it was $16.08 billion dollars. In 2021, it is predicted to reach 45.17 billion dollars, about four times the 2015 sales. India now has a top online client base of over 475 million people, or roughly 45 percent of the population, as of July 2019. "Flipkart, Amazon, Myntra, Paytm, and Snapdeal were the largest internet businesses in India in 2016." In 2019, Amazon outperformed Flipkart and was named India's most profitable online retailer.

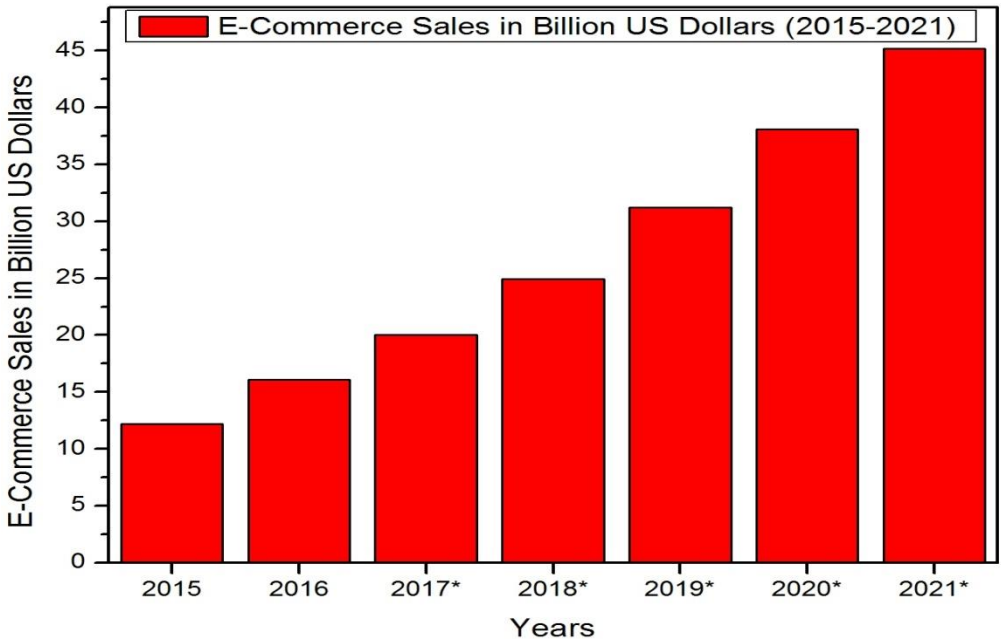

Figure 2. "E-Commerce Sales in Billion US Dollars (2015-2021)"

Today, we are in the era of online commerce, which has evolved from traditional trading. Perhaps the greatest thing that has sent the firm into a tidal wave is the web-based business. It is spawning a brand-new economy with huge promise, and it is fundamentally altering the way businesses are run. We are attempting to study new patterns in online commerce in this article. We will attempt to assess recent e-commerce trends in this article. The following are the details.

VI. E-COMMERCE TRENDS

There are a few E-Commerce trends for 2021 that you should be aware of.

1. The Growth of Online Sales Is Unstoppable
2. Online Shopping Mall
3. "The popularity of mobile shopping is increasing."

4. The emergence of voice commerce
5. The Use of Mobile Payments is Growing
6. Buyers are influenced by environmental issues.
7. Learn about the fundamentals of ecommerce.
8. Hyper local Shopping Mall
9. Online Shopping via Live Streaming
10. Purchasing in Bulk
11. Delivery without Contact
12. Social Commerce
13. AR Based Shopping-PWA Scan and Go

Truth be told, web-based company will be bigger in 2021, and the world will have blended business ideas of online business stores Moreover, with over 1.92 billion people purchasing items on the internet, a web-based business store will have a lot of potential buyers. This makes it a worthwhile Endeavour for people looking for a steady source of income.

The current internet store must be available 24 hours a day, seven days a week, and through several channels. Client service can be automated to save time, money, and human resources for Web-based businesses. In addition, freeing up personnel from routine enquiries allows them to focus on more complex requests. Individual aides or conversation bots powered by artificial intelligence can surely worry over noting all queries.

VII. CONCLUSION

"In India, the e-commerce market has increased by 34% in the last seven years, from over USD 600 million in 2011-12 to USD 9 billion by 2016 and USD 70 billion by 2020." According to Forrester, "the Indian e-commerce market would develop at a CAGR of more than 57 percent between 2012 and 2016, making it the fastest in Asia-Pacific." The rise of Internet usage (which is expanding at a rate of 20% per year) and 3G penetration, as well as the availability of Internet on mobile phones, are driving this expansion. In India, there are approximately 27 million mobile Internet users, with 4 percent of them purchasing things via mobile. India's e-commerce business is predicted to mature at a rapid pace during 2020, because to rising customer awareness about product quality, changing consumer attitudes, and changing buying behaviors. Businesses are being encouraged to innovate and offer a diverse range of products and services online as the number of high-speed internet customers grows. With major advancements in the payment structure in the e-commerce business over the last few years, Indian customers are increasingly turning towards the online realm and abandoning their view that online purchasing is risky. Internet grocery retailers are also joining the country's online arena, with the option of same-day delivery.

In the world of ecommerce, a lot of new things are happening. Individuals and innovation are always evolving, and because ecommerce connects everything, we'll always be looking forward to what's next. Shopping has become easier because to e-commerce. Despite numerous challenges, India's e-commerce industry is quickly expanding. The e-commerce industry is currently one of India's fastest expanding industries. By 2021, ecommerce sales are predicted to be nearly four times higher than they were in 2015. The government should take steps to create an appropriate legislative framework so that barriers to e-commerce growth are kept to a minimal.

© 2022, IJARCSMS All Rights Reserved

References

1. Wadhawan N., Arya R.K.,(2020) "Understanding E-Commerce: A Study With Reference to Competitive Economy" Journal of Critical Reviews, 7(8), 805-809.
2. Mahipal, D., (2018). "E-commerce Growth in India: A study of Segments Contribution". Academy of Marketing Studies Journal. 2(2).
3. Kumar, N., (2018). "E-Commerce in India: An Analysis of Present Status, Challenges and Opportunities". International Journal of Management Studies. (5), 2(3), 90-95.
4. Seth, A., Wadhawan, N., (2016). "Technology Revolutionizing Retail Practices in Digital Era". International Journal of Recent Research Aspects, 60-62.
5. Mitra, A., (2013). "E-Commerce in India- A Review". International Journal of Marketing, Financial Services & Management Research. 2 (2), 126-132.
6. Shahjee, R., (2016). "The Impact of Electronic Commerce on Business Organization". Scholarly Research Journal for Interdisciplinary Studies.4 (27), 3130-3140.
7. Shettar, M., (2016). "Emerging Trends of E-Commerce in India: An Empirical Study". International Journal of Business and Management Invention. 5 (9), 25-31.
8. Goele S., Chanana N., (2012). "Future of e-Commerce in India". International Journal of Computing & Business Research Proceedings of 'I-Society 2012'
9. Kaur H., Kaur D., "E-Commerce in India – Challenges and Prospects" International Journal of Engineering and Technique, April, 2015.
10. Ray S., "Emerging Trend of E-Commerce in India: Some Crucial Issues, Prospects and Challenges" in International Journal of Engineering and Technique, April, 2015.
11. Peng K., Kong X., "Finance Service in E-commerce", Laichun CHAO, International Journal of Computing & Business Research, 2014
12. Yasin S., Haseeb K., "Cryptography Based E-Commerce Security: A Review". IJCSI- 9, (2), 1, 2012
13. Randy C. Marchany, Joseph G. Tront, "E-Commerce Security Issues"Proceedings of the 35th Hawaii International Conference on System Sciences - 2002
14. Yazdanifard R., Edres N. A., "Security and Privacy Issues as a Potential Risk for Further Ecommerce Development"International Conference on Information Communication and Management - IPCSIT 16 (2011)
15. https://m.economictimes.com/tech/technology/apple-ceo-cook-execs-on-tentative-list-of-witnesses-in-epic-games-case/articleshow/81604758.cms
16. https://webkul.com/blog/future-of-ecommerce-in-2021/
17. https://razorpay.com/learn/impact-covid-19-e-commerce-india/
18. https://www.bigcommerce.com/articles/ecommerce/ecommerce-trends/#conclusion.

AUTHOR(S) PROFILE

Dr. Deepu Saini, received the Ph.D. degree in Computer Science from Singhania University Pacheri Bari Jhunjhunu Rajasthan –India in the year of 2018 and Full Time M.Sc. in Computer Science from Rajiv Gandhi Govt. College for women Bhiwani Haryana-127021 this college is affiliated to M.D. University(A State University of Haryana).Now presently working as a Assistant Professor in Adarsh Mahila Mahavidyalaya, Bhiwani(Haryana) affiliated to Ch. Bansi Lal University(A State University of Haryana), Bhiwani.